

Amendments to the claims:

This listing of claims will replace all prior versions and listings of claims in the application:

What is claimed is:

1-2. (Canceled)

3. **(currently amended)** An advertising system, using a web browser, said system comprising:

a client PC;

a server; and

a network connecting the client PC and the server;

wherein the client PC comprises the web browser programmed to detect a movement of a cursor displayed in a display screen on a monitor of the client PC, and, when the cursor is located in a text box of the web browser, to display an advertisement in an area of the display screen where at least one of a menu bar, tool bar, a location, and/or and browser logo of the web browser is to be displayed, instead of displaying the at least one of the menu bar, tool bar, location bar, and/or and browser logo in the area,

wherein the server stores a plurality of advertisements and is operable to transmit at least one advertisement to the client PC, for display as the advertisement, at a request of the client PC or at predetermined time intervals, and

wherein the web browser is further programmed for causing the advertisement to disappear and for displaying the at least one of the menu bar, tool bar, location bar, and/or and

browser logo in the area when the cursor is located in the area of the display screen where the at least one of the menu bar, tool bar, location bar, and/or and browser logo is to be displayed.

4. (**currently amended**) An advertising system, using a web browser, said system comprising:

a client PC;

a server;

a network connecting the client PC and the server,

wherein the client PC comprises

the web browser; and

an auxiliary program, other than the web browser, which, when executed by the client PC, is capable of detecting a movement of a cursor displayed in a display screen on a monitor of the client PC, and, when the cursor is located in a text box of the web browser, controlling the display of an advertisement in an area of the display screen where at least one of a menu bar, tool bar, location bar, and/or and browser logo of the web browser is to be displayed, instead of displaying the at least one of the menu bar, tool bar, location bar, and/or and browser logo in the area,

wherein the server stores a plurality of advertisements and is operable to transmit at least one advertisement to the client PC, for display as the advertisement, at a request of the client PC or at predetermined time intervals, and

wherein said auxiliary program, when executed by the client PC, is further capable of causing the advertisement to disappear and displaying the at least one of the menu bar, tool bar, location bar, and/or and browser logo in the area when the cursor is located in the area of the

display screen where the at least one of the menu bar, tool bar, location bar, and/or and browser logo is to be displayed.

5-7. (Canceled)

8. **(currently amended)** An advertising method using a web browser in a system comprising a client PC, a server, and a network connecting the client PC and the server, the advertising method comprising, upon detection that the web browser has been activated in the client PC:

displaying an advertisement, in an area of a display screen of the browser for displaying at least one of a menu bar, a tool bar, a location bar, and/or and a logo of the browser, instead of the at least one of the menu bar, the tool bar, the location bar, and/or and the logo of the web browser when the web browser is being displayed and when a cursor is detected to be positioned in a text box of the web browser, outside of the area of the display screen for displaying the at least one of the menu bar, the tool bar, the location bar, and/or and the logo of the browser;

displaying in the area at least one of the menu bar, the tool bar, the location bar, and/or and the logo of the web browser, instead of the advertisement, when the web browser is being displayed and the cursor is detected to be positioned in the area of the display screen for displaying the at least of the menu bar, the tool bar, the location bar, and/or and the logo of the web browser; and

receiving an advertisement update from the server at a request of the client PC or at predetermined time intervals.

9-18. (Canceled)